

# AL PRITCHARD

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## CREATIVE DIRECTOR, PRODUCT EXPERIENCE

Award-winning digital creative innovator adept at leading collaborative cross-functional teams. Specializing in working on large complex products, leveraging my communication skills and a realistic view of design complexity. Adept at partnering with technology counterparts to understand underlying capabilities ensuring optimal project outcomes and exceptional experiences.

## PROFESSIONAL EXPERIENCE

### Creative Director, Experience – Publicis Sapient – February 2019 - September 2023

Provided dynamic leadership, with a focus on our strategic vision, growing talent, and ensuring our teams are delivering exceptional quality. Principle domain lead across multiple accounts, responsible for directing and overseeing all phases of project work, including time planning, estimating, and mentorship. Using design methods not as a tool to solve execution problems, but as a way to facilitate the exploration and identification of new opportunities for value creation.

Select clients include Comcast, Fidelity, Coach, Pilot Flying J, Elevance Health, and Church & Dwight.

- Lead the growth of key client from \$990k to over \$4MM in 3 years, maintaining a 55% margin.
- Developed and maintained client The Referral Rating (TRR) score of 9.4 over 3 years, 1.2 points above market sector norms.
- Lead overall experience strategy, vision, process, and execution of a 25+ person team on 5 tracks of an omni-channel acquisition, and self-service experience for a global media and technology giant.
- Guided teams utilizing repeatable UX methods, quantitative and qualitative user research, and analytics to identify key user needs to craft powerful digital products.
- Facilitated collaborative workshops to uncover new ways to meet customer needs by focusing on holistic experience and identifying the capabilities, processes, and tools needed to meet them.
- Cultivated an environment of respect, inclusion, collaboration, and continuous learning with a commitment to being open to giving and receiving constructive feedback.

### Associate Creative Director – Publicis Sapient – January 2014 - February 2019

Passionate and results-driven leader dedicated to assembling high-impact project teams. Skillfully navigate the intricacies of multiple projects, forging collaborative partnerships across disciplines and with clients.

Select clients include CVS, Bed Bath & Beyond, The Children's Place, GAF Materials, Samsung, Allianz, and E Trade.

- Pitched and won new business resulting in over \$6 million in revenue.
- Led the creation of a design system used by multiple sub-brands, that lowered design and development costs for new features by 50%.
- Led the redesigned and launched a global financial site spanning 26 countries, with numerous financial regulatory requirements.
- Directed and oversaw 15+ person on-shore and off-shore creative team in the design and launch of a new e-commerce experience for major big box retailer.
- Designed and implemented an agile creative process, optimizing the lab's workflow, resulting in the rapid development and launch of over 20 projects in the first, year into the CVS ecosystem.

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## Lead Experience Designer – Publicis Sapient – February 2009 - January 2014

Driven and organized leader known for pushing boundaries and delivering high-quality work. Mastered the art of problem-framing, creating novel starting points that paved the way for innovative solutions. Began developing a keen eye for talent evaluation and offered valuable feedback to shape and enhance the overall dynamics of my team.

Select clients include Vodafone, WWE, Mastercard, Corning, Morgan Stanley, TD Bank, Citigroup, and Dow Jones.

- Responsible for combined £1M experience OPEX, and CAPEX budget.
- Led and oversaw the work of a 6+ person creative team across 3 countries.
- Co-directed, and managed relationships and delivery of experience consulting teams.

## Senior Associate, Experience – Publicis Sapient – December 2006 - February 2009

Seasoned professional involved in all phases of a project, focusing on executing great work. Contributed to multiple pitches and projects, with the ability to lead multiple tracks of work. Going beyond best practices, to uncover novel, unexpected workable solutions.

Select clients include CDW, Yale, Kaplan, and Pearson Education.

- Participated in in-field ethnographic research across multiple states, collecting data from observations and interviews to build holistic personas.
- Represented experience in fusion workshop, and executive stakeholder interviews for global IT products company establishing the foundation for transforming their B2B platform.

## ADDITIONAL RELEVANT EXPERIENCE

### Interaction Designer, MISI Company, NJ

Select clients Included Lehman Brothers, PricewaterhouseCoopers, Pfizer, and Merck.

### Interaction Designer / Partner, Loft 42, TX

Select clients Included MaxPOP, GlobeRanger, D-Magazine, and Med-XR.

### Chief Architect, Mobile Innovations, Satama Interactive, TX

Select clients included Nokia, TGI Fridays, Sonara ZED, Cannon, and Hillwood.

## AWARDS

Web Site Excellence-OMMA Award | Platinum Stevies for web | Gold Stevie for mobile app | dotCom gold for mobile | dotCom honorable mention for web.

## EDUCATION

Alfred University, New York State College of Ceramics, NY  
Ringling College of Art and Design, FL